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ABSTRACT

Focusing on the knowledge and tools necessary for starting new entrepreneurial ventures, this book draws on information from the venture capital industry to describe the characteristics of entrepreneurs and entrepreneurial managers and includes self-assessment and management competency inventories. Following an introduction describing the elements of entrepreneurship, the book is divided into the following chapters: (1) "The Elements of Success: Start-ups and Early Growth," reviewing three critical elements to beginning a venture: the founding team, the existence of an opportunity, and necessary resources; (2) "The Entrepreneur," describing characteristics of entrepreneurs; (3) "The Nature of Success," highlighting the habits of thought and action of successful entrepreneurs; (4) "What Does It Take?" discussing the level of commitment necessary for success; (5) "Interviewing an Entrepreneur," providing tips for gaining insight from established entrepreneurs; (6) "The Entrepreneurial Manager," focusing on effectively coping with a high level of change, chaos, and uncertainty; (7) "Intrapreneurial Management", highlighting entrepreneurial top and middle management within large, established companies; (8) "What Skills Are Needed?" providing a management skills inventory; (9) "Forming the New Venture Team"; (10) "Building the New Venture Team"; (11) "Rewarding the New Venture Team"; (12) "The Family Venture"; (13) "The Image of the American Entrepreneur," exploring positive and negative perceptions of entrepreneurs; (14) "Personal Ethics and the Entrepreneur"; (15) "The Entrepreneur and the Law," providing case studies to illustrate conflicting legal demands on entrepreneurs; (16) "Planning and Goal Setting"; (17) "Shaping a Personal Strategy"; (18) "Assessing Entrepreneurial Attributes and Roles"; and (19) "Feedback from Others," providing a checklist for getting feedback on ventures. (TGI) (CELCEE, an Adjunct ERIC Clearinghouse on Entrepreneurship Education)